

Notice of References Cited	Application/Control No. 09/222,554		Applicant(s)/Patent Under Reexamination SANJAY ET AL.	
	Examiner Cong-Lac Huynh		Art Unit 2178	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
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	B	US-6,317,782	11-2001	Himmel et al.	709/218
	C	US-6,237,039	05-2001	Perlman, Stephen G.	709/237
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NON-PATENT DOCUMENTS

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	U	Yuan et al., The Relationship between Advertising and Content Provision on the Internet, European Journal of Marketing, 1998 vol. 32, pg. 677.			
	V	Hofacker et al., World Wide Web Banner Advertisement Copy Testing, European Journal of Marketing, 1998, vol. 32, pg. 703.			
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.